Marketing Strategies of Online Food Ordering and Delivery Platforms: A Study on Select Organizations in India

SYNOPSIS

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INTRODUCTION

Marketing strategies contain the overall plans, actions and decisions. These cover all the marketing mix components. Marketing mix is a set of controllable tools to reach the potential customers and drive the sales. Neil Borden first coined the term and later this concept would be known as the four Ps of marketing in the 1950s. In 1960s, E. Jerome McCarthy refined the concepts in Borden's book and created the new term of four Ps. Phillip Kotler popularized and widened the approach of 4Ps concept. McCarthy's 4Ps have been extensively used by both marketing academicians and practitioners. In 1981, Booms and Bitner proposed a model of 7Ps and incorporated three new elements - process, people and physical evidence[1].

ELEMENTS OF MARKETING MIX:

1. **Product:** Product means the goods and services offered by the company to the target market. Anything that can be offered in order to satisfy customers is called a product. Online food ordering and delivery platforms are the applications and websites that display a list of restaurants and menus to place orders online. The major services in its marketing mix include point of sale, restaurant search and delivery, table reservations and management and online ordering.

2. **Price:** Price is the amount of money paid by consumers in exchange of products and services. Online food ordering and delivery platform does not charge for information displayed on application or website. These platforms earn through delivery charges and the restaurant advertisements which they display on application or website. They promote the restaurant's banner that gives them full exposure to the customers. They also offer consulting services to restaurants and food chains.

3. **Place:** Place includes the areas where the product and services are available to the target consumers. In online food ordering & delivering platforms, place means the location from where the food is ordered for delivery to the customers. Ordering service is available on Windows platform, Android and iOS platform and also through website. Delivery service is performed by the delivery partner who is hired by the food ordering companies.

4. **Promotion**: Promotion includes all the activities that communicate about the company products and services to the potential customers through channels or media, to achieve a certain marketing goal.

Online food ordering and delivery platforms use different marketing strategies like social media marketing, content marketing, e-mail marketing, mobile marketing and search engine optimization.

5. **People:** People are an important factor in the services sector. Companies rely on the workforce handling the products and services. Online food ordering and delivery platforms hire the delivery person to perform the delivery services and also have workforce to handle the management and logistics operations. These platforms consist of a strong team of people who strive to perform the best services to the customers.

6. **Process:** Process is a critical decision component of marketing mix. For online food ordering through these platforms, customers need to login at the application or website with their registered mobile number / email address. The location of the customer is traced by the GPS and a list of restaurants of that area is displayed with their menus. Different payment options are available like cash on delivery, digital payment and other online modes of payment. The restaurant confirms an order as soon as possible and delivers to the desired location. The entire process has to be user friendly.

7. Physical Evidence: Physical evidence involves the physical environment to make the customer feel comfortable and have a satisfying experience. For example- infrastructure, interiors, furnishings and promotional material have been affirmed to exert a profound influence on customer satisfaction. It also contributes to the perceived quality of the service. Online food ordering & delivering platforms provide services only and they do not have their own products. The delivery system consists of employees who deliver the food placed through an order from the website or application. These platforms serve as a third-party.

TRANSITION FROM OFFLINE TO ONLINE FOOD ORDERING AND DELIVERY

Food is the basic need of human beings for survival. Online food ordering and delivery services make it affordable to have readily available food at the doorstep of the consumers. The food ordering & delivery companies have developed free apps that can be downloaded on mobiles. A report by Google and Boston Consulting Group (BCG) stated that variety in cuisines was one of the top reasons for recurrent use of online food ordering apps with good discounts and convenience[2].

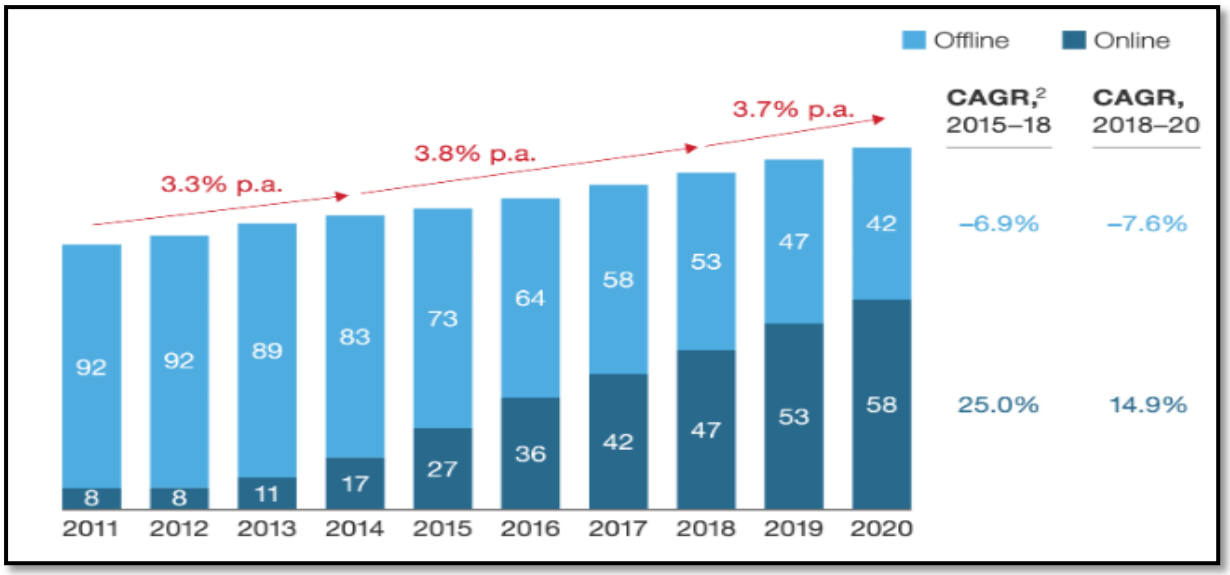

Figure 1: Expected Growth of online and offline industry
Source: http://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/the-changing-market-for-food-delivery

Fig.1 shows the expected growth of online food delivery services and the changing scenario of food ordering and delivery services offline to online platform[3].

ONLINE FOOD ORDERING AND DELIVERY PLATFORMS IN INDIA

The concept of delivering food to households or workplaces is not new in India. This concept began from the famous Dabbawalas of Mumbai in 1890. In late twentieth century, some workplaces and people in cities ordered food telephonically from restaurants or caterers. Online platforms offering a wide range of delivery services came up between 2012 and 2014. Many national and international online food delivery companies are working in India. Online food delivery services are categorized into two types[4]:

- **Restaurant-to-Consumer:** The restaurant to consumer delivery segment provides an easy way out for restaurants to switch from phone to online orders. In this segment food delivery is carried out directly by the restaurant or food chain through its own app or website. For example, Domino's and Pizza Hut.
- **Platform-to-Consumer:** This segment focuses exclusively on the online food delivery services that provide customers with meals from partner restaurants of a particular platform which does not essentially have to prepare and offer food items on its own. For example, Zomato and Swiggy.

PROFILES OF ONLINE FOOD ORDERING AND DELIVERY PLATFORMS IN INDIA

The platform-to-consumer segment is bigger than the restaurant-to-consumer delivery segment and continues growing in India[5]. On the basis of the Statista Report 2021, the researcher has selected platform-to-consumer segment players of India of the present study. Some of the major players of India are Zomato, Swiggy, and Dunzo[6]:

1. **ZOMATO:** Zomato is an Indian restaurant aggregator and food delivery company started by Deepinder Goyal and Pankaj Chaddah in the year 2008. Originally the services were started under the name Foodiebay and in November 2010 the name was changed to Zomato as the brand name of the company and operated by Zomato Media Private Limited. The company headquarters are in Gurugram. Zomato is working in 556+ cities and towns in India and operating in 24 countries. Zomato tagline is "Never have a bad meal". The vision of the company is to be the global platform when someone is looking for food locally. Zomato revenue from operations was $56 million in the FY2020[7]. In July 2021, the company valuation was $8 billion[8]. Zomato is a restaurant search, order and delivery service platform, providing restaurant locations, food menus, description and images of dishes along with ratings and reviews given by customers.
2. **SWIGGY:** Swiggy is an Indian restaurant aggregator and food delivery company started by Nandan Reddy, Rahul Jaimini and Sriharsha Majety. It was started in 2014 and is operated by Bundl Technologies Private Limited. Company headquarters are in Bengaluru. Swiggy is operating in more than 500 cities and 75 universities in India and has expansion plans in 100 more cities in future. Swiggy tagline is "Swiggy karo phir jo chahe karo". The mission of the company is to change the way India eats, with the aim to serve the Indian customers better than what they had earlier experienced. Swiggy's revenue from operations was $339.31 million in the FY2021. In January 2022 company valuation was $10 billion+[9]. Swiggy is a restaurant search, order and delivery platform providing restaurant locations, food menus, description and images of menu items along with ratings and reviews given by customers.
3. **DUNZO:** Dunzo is a hyper local company started by Kabeer Biswas, Ankur Agrawal, Dalvir Suri and Mukund Jha, founded in 2014 and operated by Dunzo Digital Private Limited. Its headquarters are in Bengaluru. Dunzo is working in eight cities - Bengaluru, Delhi, Gurugram,

Pune, Chennai, Mumbai, Jaipur and Hyderabad. The Dunzo tagline is “Just Dunzo it”. Dunzo is a slang abbreviation that refers to 'do, over and finished'. The company retains the name Dunzo to finish the work that people had pending or wanted to delegate. The vision of the company is to expand all across the country and emerge as the go to delivery service provider of each of the cities. Dunzo revenue from operations is $6.22 million in the FY2021. In January 2022, Dunzo valuation was $775 million[10]. It delivers food, groceries and essentials, fruits and vegetables, meat, pet supplies and medicines in major cities.

CHALLENGES OF ONLINE FOOD ORDERING AND DELIVERY PLATFORMS IN INDIA

- **Lack of Awareness:** Though a majority of the Indian consumers are using mobiles with internet, many are unaware of mobile applications which can serve their needs. This is the foremost obstacle to the online food market.
- **Delivery issues:** If the food is not delivered on time or it is tampered, the customers are not satisfied with the service of the online food delivery platform which creates distress among them. This could be risky as dissatisfied customers are not likely to order again and there could be negative word of mouth.
- **Excessive ordering**: Sometimes the customer might end up ordering in excess because of the discount offers. It may lead to impulse buying. Moreover, wastage of food is a social evil, especially in a developing nation like India.
- **Sensitive Pricing Model:** The increasing competition between online food delivery platforms and frequent fluctuations of raw material costs has made it difficult for companies to set the right pricing strategy.
- **Customer Retention Strategies:** Engaging new customers and building a long relationship with them is not an easy task. Customer engagement and retention is a big challenge for online food delivery platforms.
- **Behavior Issues:** Some delivery partners are rude, aggressive and manipulative with the customers. The already hungry and hence emotionally stressed customers have unpleasant experiences.

- **Customer's Expectations:** The quality, quantity, packing, taste, freshness and appearance of ordered food items may distort the perception regarding the delivery platform in customers' minds if their expectations are not met with.

REVIEW OF LITERATURE

The researcher reviewed many published papers, articles, journals and websites on the basis of important aspects of marketing mix strategies and online food ordering & delivering platforms and thereafter broadly classified required literature in the category of national and international reviews. The relevant shortlisted ones are as follows:

National Studies:

- J. Ooha & C.V. Ranjani (2022) in their research "Impact of Marketing Mix on Food Delivery App: With Special Reference to Students of Osmania University" concluded that technology has drastically changed the life of people .Food delivery application is one of the best examples of technology. So every industry need to reshaped and redesign the business to meet its customer needs. All the elements of marketing mix are inter-related to one another and consumer decision effects by its decisions therefore company take these cautiously. The study concluded that selection of application is based on the convenient and the people who are directly or indirectly are in contact with customer plays a vital role in customers' behavior[11].
- Anushree Tandon , Puneet Kaur , Yogesh Bhatt , Matti M and Amandeep Dhir (2021) in their research "Why do People purchase from Food Delivery Apps? A Consumer Value Perspective" analyzed that the current knowledge effects the consumers' decision-making process and perception of food delivery application. Through this research it was also found that consumers' perception gets also affected by the advertisements and peers views about the use of food delivery services[12].
- Kishore Thomas John (2021) in his research "Digital Disruption: The Hyperlocal Delivery and Cloud Kitchen Driven Future of Food Services in Post-Covid India" analyzed that Food aggregators and cloud kitchens models would rise to a dominant position in the Indian food delivery sector in the coming decade. Researcher also revealed that COVID-19 pandemic and its long-term persistence would considerably modify food service consumption across India. This will

not only change the industry structure but will redesign the food consumption value into the future[13].

- Shrawan Kumar Trivedi and Amrinder Singh (2021) in their research "Twitter sentiment analysis of App based Online Food Delivery Companies" analyzed that twitter helping the customers to express their emotions and sentiments for services offered by the online food delivery services companies. It was found that tweets are helping to build the relationship between customers and companies. Companies reply the post to customers' queries and also post tweets to advertise promotional offers. Researchers also concluded that promotional strategies are the combination of advertisement and marketing which is an important way to communicate and persuade the target customers[14].
- Bhavna Gera and Dr. Ruchika Jain (2020) in their research "Post Purchase Behaviour of the Consumers towards Digital Food Ordering and Delivery Service" evaluated the post-purchase behavior of the consumers towards digital food ordering and delivery services. The researchers analyzed the satisfaction of the consumers towards the most popular digital food ordering company and also briefly outline the factors influencing them to make a purchase, their resultant post behavioral and also checked the impact of dissatisfaction on their future purchases. Through this paper it was found that the respondents have positive post-purchase behavior[15].
- Putri Dhika Savitri, Diah Krisnatuti and Sufrin Hannan (2020) in their research "The Effect of Innovation and Marketing Mix Toward Brand Image and Usage Decision in Online Food Delivery Services Industry" stated that the online food delivery service is create as a service innovation that combines the usage of technology and electronic systems. This study analyzed the effect of innovation and marketing mix on usage decisions through brand image. Researchers concluded that the marketing mix has a significant effect on brand image and the innovation and marketing mix had a significant effect on usage decisions. Meanwhile, innovation has no significant effect on brand image and brand image has no significant effect on the decision to use an online food delivery service[16].
- Venkatesh R and K. Gunashekar (2020) in their research "A Study on Effectiveness of Digital Marketing Strategies of Online Food Delivery Enterprises with reference to Foodpanda and

Zomato" stated that digital marketing strategies are essential to engage the customers and stay connected with them. The study show the impact of digital strategies on consumer buying behaviour that gives future idea for the food application to expand the business. Food delivery services companies' focuses on social media marketing, mobile marketing and Email marketing to understand the consumer buying behavior and the expansion of the business[17].

- Tvisha Bhanot (2020) in her research "Assessing the Emergence of Zomato as the Market Leader in the Online Food Service Segment in India in Terms of Marketing and Consumer Perception" analyzed that customers are satisfied with the food, food quality and fast delivery of zomato and a wider collection of restaurants and food variety. The research concluded that a strong relationship developed positive consumer perception of the brand through promotional strategies schemes, discounts and easy accessible mobile application by zomato[18].
- Prakash Borah, Anuj Verma and Meenakshi Verma (2020) in their study "A Study on the Impact of Digital Marketing Communication on Consumers: In Reference to Online Food Delivery" analyzed that social media marketing is viewed as a more effective channel of promotion in comparison of traditional media. This paper found that consumer is highly influenced by online reviews and opinions. Researcher concluded that digital promotion has shown significant impact on the consumer buying behavior[19].
- Puneet Kaur, Amandeep Dhir, Shalini Talwar and Karminder Ghuman (2020) in their study "The value proposition of food delivery apps from the perspective of theory of consumption value" stated that the food delivery application examine the food consumption related values which are the important factors for customer purchase intention. The researchers concluded that visibility, affordability and prestige are the main driver of purchase intentions toward food delivery application. Food apps are also concern about the food safety and health consciousness (proposed as part of functional value)[20] .
- Medida Ragh Satya Sai (2020) in her study *"*Factors affecting the buying decision process of consumers using Food Delivery Apps in Bangalore" analyzed that the main reasons for ordering food online are the food quality and the convenience of dining food at home. Through this research it was revealed that online food delivery applications help customers to order food from

anywhere and anytime at their own convenience. The tracking system is an added advantage of the users. The other most influencing factor is faster delivery and more restaurant options[21].

- N. Thamaraiselvan, G. R. Jayadevan, K. S. Chandrasekar (2019) in their research "Digital Food Delivery Apps Revolutionizing Food Products Marketing in India" analyzed that the food delivery aided through digital apps has emerged as one of the fast-growing developments in the e-commerce space. The researchers also concluded that consumers today have the privilege to choose from a variety of cuisines, anywhere, anytime from a range of food providers listed in the e-commerce space. Added attractions like no minimum order value and the multitude of payment options like net banking, digital wallets and cash on delivery all have increased the consumer convenience[22].
- Ashish Raina, Varinder Singh Rana and Dr. Arun Singh Thakur (2019) worked on "Popularity of Online Food Ordering and Delivery Services- A Comparative Study between Zomato, Swiggy and Uber eats in Ludhiana" and emphasized that the customers who are ordering food through online food delivery apps such as zomato, swiggy and uber eats have used maximum promotional offers in terms of discounts, redeem coupons and professional delivery staff as well as supportive customer care[23].
- Saroj Kumar Koiri, Subhadeep Mukherjee and Smriti Dutta (2019) conducted a research on "A Study on Determining the Factors Impacting Consumer Perception Regarding the Online Food Delivery Apps in Guwahati" and concluded that online food delivery apps have make the entire food ordering process easier as compare to the traditional way of ordering food. Researcher also stated that with the help of this platform, restaurants can provide better services to the customers and fulfill their demands. Through the online food delivery apps, restaurants can also advertise themselves indirectly to the public[24].
- Anupriya Saxena (2019) in her research "An Analysis of Online Food Ordering Applications in India: Zomato and Swiggy" analyzed that food application provides different services that makes consumers happy and satisfied .Comfort and convenience which makes consumer more inclined towards online food ordering application. Main feature to attract the consumers is doorstep

delivery at any place at anytime. Consumers are also motivated to receive rewards & cash backs followed by loyalty points or benefits[25].

- Govind Mehta, Thanesa Iyer and Dr. Jaya Yadav (2019) in their study "A Study on Adoption of Social Media by Food Ordering & Delivering Companies for Successful Development of Relationship Marketing" analyzed that the customer loyalty can be achieved by the use of the social media platform and engaging the customers in various promotional strategies. Researcher also analyzed that mostly customers are found interacting with the company over social media and the most preferred platform is facebook which usually engaged and developed customers' loyalty[26].
- Dr. Neha Parashar and Ms. Sakina Ghadiyali (2017) in their research "A Study on Customer's Attitude and Perception towards Digital Food App Services" analyzed that the facilities offered play a major role in making a purchase from food delivery application. The special apps are a convenient way for the consumers to place orders and for the company to attract more consumers. They also concluded that consumer preferred payment option is cash on delivery is right price mix decision of food ordering & delivery platforms in India. Thus the success of the company depends on the right choice of marketing mix strategies[27.]

International Studies:

- Jankit Chotigo and Yasuo Kadono (2021) in their research "Comparative Analysis of Key Factors Encouraging Food Delivery App Adoption Before and During the COVID-19 Pandemic in Thailand" examined and compared the crucial factors encouraging Thai customers to use food delivery apps before and during the COVID-19 pandemic. The results indicated that satisfaction is influenced by social influence, trust, convenience and application quality in both the before- and during-the-COVID-19-pandemic samples. The researcher also found that price value was a significant predictor of satisfaction before the pandemic but not during the pandemic[28].
- Nattapong Techarattanased (2021) in his study "Service Marketing Mix and Acceptance of Technology Affecting Consumers' Satisfaction through Food Delivery Applications" analyzed that the food delivery companies are much focused on the demographic characteristics of consumers and design the function accordingly. Food application providers should improve their

application system to provide more functionality, convenience to use and more security and creating interesting visuals of food to encourage consumers for repurchase the food[29].

- Diana Gavilan, Adela Balderas Cejudo, Susana Fern Andez Lores and Gema Martinez-Navarro (2021) in their research "Innovation in Online Food Delivery: Learning from COVID-19" analyzed that the covid-19 pandemic has enforced some restaurants to shift their business to innovative way of online food delivery services. This research also stated the importance of rapid innovation in food delivery business that is for restaurants and restaurateurs, implementing by innovative operations to meet the current needs of a changing customer and adapting customer experience[30].
- Ching-Chan Cheng, Ya Yuan Chang and Cheng-Ta Chen (2021) in their research "Construction of a Service Quality Scale for the Online Food Delivery Industry" stated that the reliability, assurance and system operation have a positive impact on customer satisfaction. This paper evaluated the role of current online food delivery by food providers and show that an online food delivery has special service attributes, including the characteristics of food & beverage service, home delivery service and network service[31].
- Saqib Ali, Nadeem Khalid, Hafiz Muhammad Usama Javed and Dewan Md. Zahurul Islam (2021) in their study "Consumer Adoption of Online Food Delivery Ordering (OFDO) Services in Pakistan:" analyzed that the impact of the COVID-19 pandemic situation and aims to examine the effect of factors such as optimism, innovativeness, insecurity and discomfort that may motivate consumers' adoption of the new platform for online food delivery ordering (OFDO) services. The purpose of this study was to investigate the moderating role of situational influences (COVID-19) in affecting 'an online behavior[32].
- Yogi Tri Prasetyo, Hans Tanto, Martinus Mariyanto, Christopher Hanjaya and Michael Nayat Young (2021) in their research "Factors Affecting Customer Satisfaction and Loyalty in Online Food Delivery Service during the COVID-19 Pandemic: Its Relation with Open Innovation" analyzed that during covid-19 pandemic, online food delivery services providers have improve their service quality. Additionally, this study suggested that online food delivery services

providers must pay attention to a customer's hedonic motivation, price policies, information quality, and promotion[33].

- Christopher Francisco et.al (2021) in his research "Influence of Social Media as a Marketing Platforms for Food related Products in the New Normal" analyzed that social media is not only used for entertainment and socializing but also for marketing although it is a growing concept of future marketing and proved that it is just as effective as traditional marketing. The results also revealed that social media cut marketing costs and reach a wider range of audience[34].
- Tanakorn Limsarun, Ampol Navavongsathian, Busaya Vongchavalitkul, Nantaporn Damrongpong (2021) in their study "Factors affecting consumer's loyalty in food delivery application service in Thailand" analyzed that the food delivery service provider develops a greater understanding of the consumer loyalty, as well as determine marketing strategies, identify opportunities, and create a competitive advantage in the future. Not only focusing on short-term strategies, Food delivery service providers need long-term business development plans and foresight strategies to understand the customer loyalty thus food delivery service providers need to build omni-channel marketing and upskill employees for the technological revolution[35].
- Noor Sakinah Shaeeali, Azlinah Mohamed and Sofianita Mutalib (2020) in their study "Customer Reviews Analytics on Food Delivery Services in Social Media: A Review" emphasized on the customer reviews about food delivery services on social media platform. Through this paper it was concluded that customer review analytics techniques is used to examine online food delivery services and identify the key factors of customers' reviews for online food delivery services. Customer reviews helping the companies to communicate with the customers[36].
- Charlene Li, Miranda Mirosa and Phil Bremer (2020) in their research "Review of Online Food Delivery Platforms and their Impacts on Sustainability" analyzed that the impacts in two ways positive or negative. In positive way online food delivery helping people to provide food without leaving home and in negative way online food delivery show the greater exposure for delivery people in covid-19 duration. They also suggest that if food delivery sector reduces the adverse effects it sustain the business in future[37].

- Han Shen Chen, Chia Hsing Liang, Shu Yi Liao and Hung-Yu Kuo (2020) in their research "Consumer Attitudes and Purchase Intentions toward Food Delivery Platform Services" examined that online food delivery platform operators can identify the important factors that drive consumers to use their online food services in order to plan effectual practices and investigate the opportunities for their organizations[38].
- Ali Abdallah Alalwan (2020) in his research "Mobile Food Ordering Apps: An Empirical Study of the Factors Affecting Customer E-Satisfaction and Continued Intention to Reuse" stated that the online food delivery business has emerged as a modern digital platform to reach customers and provide them with higher quality services in hard times. This paper also analyzed that online food delivery is playing a significant role in sustaining the food delivery business in competitive market[39].
- Md. Al Amin, Md. Shamsul Arefin, Nayeema Sultana, Md. Rakibul Islam, Israt Jahan and Ayeasha Akhtar (2020) in their research "Evaluating the customers' dining attitudes, e-satisfaction and continuance intention toward mobile food ordering apps (MFOAs) evidence from Bangladesh" analyzed that customers' perceived confirmation and usefulness are significant in determining to use the food delivery apps and e-satisfaction affects the customers' continuance intention to use of food delivery apps in future[40].
- Teck Chai Lau and David Ching Yat (2019) in their paper "Online Food Delivery Services: Making Food Delivery the New Normal" analyzed that online food delivery services makes consumers easy and effective way to access the food from a wide range of restaurants at different locations as per consumer convenience. The results analyzed that time saving orientation, convenience motivation and privacy and security towards behavioral intention are performing the positive effects on online food delivery services[41].
- Gagah Triyuniar Prabowo and Agung Nugroho (2018) in their research "Factors that Influence the Attitude and Behavioral Intention of Indonesian Users toward Online Food Delivery Service by the Go Food Application" stated that the positive perception and usefulness towards the food delivery apps affects the consumer attitude and the intention to use these applications. They also revealed that positive usefulness and convenience influenced the use of applications in future[42].

- Zhou He, Guanghua Han, T.C.E. Cheng, Bo Fan and Jichang Dong (2018) in their study "Evolutionary Food Quality and Location Strategies for Restaurants in Competitive Online-to-Offline Food Ordering and Delivery Markets: An Agent-Based Approach" stated that in future, food delivery services will change by the online platform, the customers' waiting time as well as the restaurant's location decisions[43].
- Vincent Cheow Sern Yeo and Rezaei (2017) in their research "Consumer Experiences, Attitude and Behavioral Intention toward Online Food Delivery (OFD) Services" analyzed that food providers need to introduce new innovative services via online food delivery ordering services to remain competitive in the market. Online food delivery provides a platform to expand the business in competitive market[44].

RESEARCH GAP

Online food ordering and delivery platforms in India are less in number as compared to the developed countries. Literature review reveals that there are only a handful of related studies regarding marketing strategies of online food ordering and delivery platforms, that too in the context of purchase and post purchase behavior of customers.

NEED OF THE STUDY

Nowadays, people are using online food ordering and delivering apps for enjoying desired food items with utmost convenience. The growing demand for "food at home" is the most significant driver of future expenditures in Indian population. The food market has transitioned from offline to online due to the changing life style of people and emergence of e-commerce platforms for businesses.

Due to the ongoing COVID-19 pandemic, eating out has been badly affected but online food delivery services continue to provide their services despite the hard times. They also delivered food to COVID positive customers. The World Health Organization categorically claimed that people should not be afraid of food packaging, processing or distribution and people should feel relaxed and safe. With positive experiences of customers and more impending waves of this pandemic in the future, the market of online food ordering and delivery is expected to grow by leaps and bounds. Hence, this research will not only contribute in academics and corporate but will be useful for the society and nation at large.

OBJECTIVES OF THE STUDY

The proposed study intends to have the following objectives:

1) To study the marketing strategies of selected online food ordering and delivery platforms.
2) To analyze the impact of marketing strategies on purchase behavior of customers.
3) To evaluate the post purchase behavior of customers.
4) To suggest strategic action plan for selected online food ordering and delivery platforms.

CONCEPTUAL FRAMEWORK

On the basis of literature review the following conceptual framework of proposed research has been prepared by the researcher:

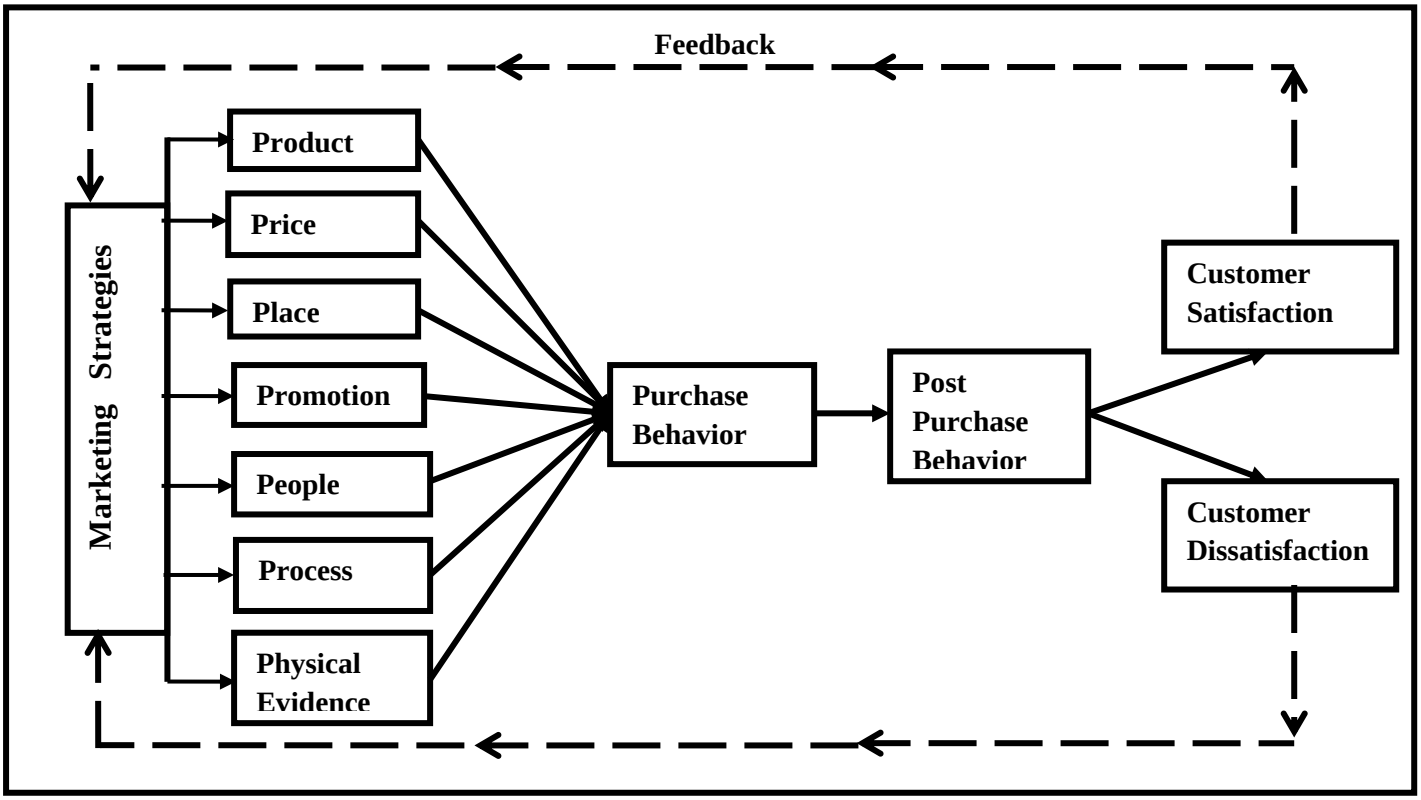

Figure 2: Conceptual Framework
(**Source:** Researcher's own construction)

HYPOTHESES

H_{01}: There is no significant difference between marketing strategies of selected online food ordering and delivery platforms.

H_{a1}: There is a significant difference between marketing strategies of selected online food ordering and delivery platforms.

H_{02}: There is no significant impact of marketing strategies on purchase behavior of customers.

H_{a2}: There is a significant impact of marketing strategies on purchase behavior of customers.

H_{03}: There is no significant difference in the post purchase behavior of customers.

H_{a3}: There is a significant difference in the post purchase behavior of customers.

RESEARCH METHODOLOGY

This research aims at studying the marketing strategies of selected online food ordering and delivery platforms in India and also to understand the customers' opinion regarding marketing strategies. As the study requires in-depth knowledge and analysis of data the research would be descriptive and analytical in nature.

SCOPE OF THE STUDY

The study will be restricted to Delhi. Delhi is the combination of different culture and demographic profiles of consumers. According to the India Brand Equity Foundation report (IBEF), the top 7 cities throughout India contributed more than 87% to the overall food delivery market, namely Bangalore, Delhi, Mumbai, Pune, Kolkata, Hyderabad and Chennai[45]. Delhi being the capital of India represents the whole nation.

SAMPLE SIZE

The following sample size formula for infinite population will be used to arrive at a representative number of respondents (Bill Godden, 2004):

$$SS = \frac{Z^2 \times p(1-p)}{M^2}$$

SS= {1.962×0.5(1-0.5)}÷ 0.052

SS= {1.962×0.5(1-0.5)}÷ 0.0025

SS= (3.8416×0.25)÷0.0025

SS= (0.9604) ÷0.0025

SS=384.16

Where: SS= Sample Size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

M = Margin of Error at 5% (0.05)

SAMPLE COMPOSITION

Sample composition of the study has been ascertained on the basis of Godden's formula. The researcher will study 384 online food ordering and delivery users of Delhi.

SAMPLING TECHNIQUES

The researcher will use the following sampling techniques-

Judgement sampling: In this, the researcher will choose sample units on the basis of her wisdom.

Snowball sampling: In this, respondents will be asked to suggest or refer other users for the proposed study.

SOURCES OF DATA COLLECTION

The data collection for the proposed research will be based on both primary and secondary data.

Primary Data: Primary data will be collected from the respondents with the help of a self structured questionnaire.

Secondary Data: The secondary data would be collected from different sources like companies annual reports, websites of companies and other information related to the study would be collected from library, journal, published papers, books etc.

STATISTICAL TOOLS FOR ANALYSIS

For data analysis and hypotheses testing the researcher will be applying Regression, ANOVA and other suitable tests as per the future requirements.

Table 1: Statistical Tool for Analysis

S. No.	Objectives	Hypotheses	Statistical Tools
1	To study the marketing strategies of selected online food ordering and delivery platforms.	There is no significant difference between marketing strategies of selected online food ordering and delivery platforms.	ANOVA
2	To analyze the impact of marketing strategies on purchase behavior of customers.	There is no significant impact of marketing strategies on purchase behavior of customers.	Regression (Other suitable tools may be applied in future)
3	To evaluate the post purchase behavior of customers.	There is no significant difference in the post purchase behavior of customers.	SEM (Other suitable tools may be applied in future)

4	To suggest strategic action plan for the selected online food ordering and delivery platforms.	Not Applicable	Based on primary and secondary data analysis

RELIABILITY AND VALIDITY

The test of reliability used by researcher is Cronbach's coefficient alpha (Cronbach's alpha) which will test the consistency of respondents' answers for all the items in the measurement.

PROPOSED OUTLINE OF THE STUDY

The proposed study will contain the following chapters:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Data Analysis and Results

Chapter 5: Conclusions and Suggestions

Appendix 1- References

2- Questionnaire

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